

SIDE TALKS

ABOUT THE

*Geo. S. Parker
Fountain Pen.*

AND OTHER SUBJECTS.

JANESVILLE, WISCONSIN.

JULY, 1897.



Cupid.

Facts.

After all, each man has more to do with the "good times," or "bad times," than is commonly thought. The merchant who is continually gloomy, and never fails when ever opportunity presents, to tell how dull trade is, usually succeeds in making it so, and in driving a possible customer to a competitor by his very air of gloom. Do you suppose the engineer who would not use more steam to make the ascent in going up the Rocky Mountains than he would use on a level track would ever reach the summit? He will not be a bit more successful than the merchant who expects the same degree of success in dull times, that he does when sales are easily made, *unless*, he works harder, employs different methods, and adapts himself to the new conditions. Hard times are only a signal for the wide awake, far seeing business man, to use more energy, to treat his customers better, and watch their interests more closely. Make it a point before ordering some Parker Fountain Pens to think of some possible customer to whom you think you might sell a pen. Select a pen that you think would just suit him. When the goods arrive, say to him on first occasion: "Doctor" or "Charlie," as the case may be; "When ordering some of the "Lucky Curve" Parker Fountain Pens a few days ago, I ordered one especially for you, and I want you to drop in the store and try it." Now do you think the Doctor or Charlie would fail to appreciate a little mark of courtesy like that? Not a bit of it. He would secretly be pleased with your thoughtfulness and attention, and 95 cases out of a 100 he would use the pen a few days, then buy it. Before long he would bring friend or two to you and say: "Mr. Jones has been trying my Parker Pen and wants to get one just like it." These kinds of methods always bring success. Hard work in the right direction, coupled with good judgement comprise so-called "luck."

Cupid.

By the means of the little Cupid on the first page we want to call your attention to the new style holder and cap we are using for our No's. 20 and 24. This new style is considered by many who have seen it to be a great improvement over the old. The joint at the junction of the nozzle and barrel is perfectly smooth, and both ends of the barrel are graduated, so that the cap is always tight, no matter how much it may become worn, thus too, is accomplished

the "good times," or "bad times," than is commonly thought. The merchant who is continually gloomy, and never fails when ever opportunity presents, to tell how dull

trade is, usually succeeds in making it so, and in driving a possible customer to a competitor by his very air of gloom. Do you suppose the engineer who would not

without making the Fountain top heavy, or cumbersome in any way, but on the contrary, is symmetrical and pleasing to the eye.

Draw a Circle Around This.

Caps on Fountain Pens will in time wear loose. It is so easy to remedy this that you ought to know how to fix them. If you contract it too much, heat it again, then force it in position on the barrel while gas jet, just enough so it will be slightly pliable, then revolve it slowly between the thumb, first and second fingers, pressing it gently, and you will contract it so it will fit. Heat the end of the cap over a lamp, or

then force it in position on the barrel while warm, allowing it to cool and a perfect fit is the result.

The feed finger should always extend to within one sixteenth to one eighth of an inch from the point of the pen. If the feed finger becomes drawn away from the pen the Fountain will not do good work. To remedy: Simply heat the feed finger enough so it will become pliable, then press in position with finger holding there until it is cold, when it will remain in position.

24.

This is the number of the most popular of our large sized Fountains. We wish we might impress upon you, what a real pleasure it is to use this large sized Fountain, fitted with the most perfect gold pen ever made, and we would have no difficulty in securing your order for a number. Let a real connoisseur in Fountain Pens get hold of one of these to try it, and even though dollars look as large as a full moon, they will diminish to their normal size as he uses the Pen, and he will wonder as he hands you the cash how you can give so much for the money. So much confidence have we in them as sellers, that if you will have a dozen of these pens, we will give you the privilege of returning them in exchange for other goods, if you do not find them good sellers.

25.

We are sometimes asked, "Do you ever sell any of your No's. 24 and 25?" We feel like saying, "bless you, you are missing the best of all if you do not personally use one of these pens." We not only sell them, but sell large numbers of them. Do we hear you say you could never sell a \$4.00 Pen? Do not get imbued with that idea, for it is fallacious. These goods so far as quality is considered are the finest thing ever produced in the way of a Fountain Pen. Fill one of them, use it a

week, and our word for it, a highwayman on a dark night, a customer in daylight, to induce you to with it. O yes, we know that every one would not pay four dollars for a Fountain Pen, but there are a great many more who would under proper conditions than you have heretofore thought.

"The Reliable Jewelers."

This is the name that one of our customers have adopted, adopted, we say, because it was given them by their pitons. It means a good deal. It means that this firm is successful, because they have convinced their trade, that whatsoever they have to offer, can be relied upon, as being good. No article that is shoddy, or that appears on the surface to be more than it is, find any place with them. They get fair prices because the better class of trade always prefers to deal with a house, who can, and will, stand behind the article they sell. So it is with the Parker Pen. It is made and sold on honor, warranted to the dealer as perfect, and is sold as close, as is possible for a strictly high grade Fountain Pen to be. If one were operating a city department store where the trade was transient, and it was not expected the customer could be sold the second time, there might be some temptation to a dishonest man, to buy trash, to sell for instance, what to outward appearances seemed to be a \$2.50 Fountain Pen, for 99cts. The purchaser would soon find that a real \$2.50 Fountain was not retailed for 99cts, or any such sum, and that—well in short he had been sold. Could he take the pen back to the department store for exchange or demand his money back. Well, hardly, they are not at present doing business that way.

Mill Street.

It is frequently remarked to us, "we notice in your advertisements, that for instance in 'The Ladies Home Journal' you have 10 Mill St. as your address, and say in the 'Youth's Companion' it is 90 Mill St., and so on, each publication in which your advertisement appears, has a different Street number." This is our answer. Every advertiser wants to know what paper or magazine bring the best results. Now everyone answering an advertisement will not say, "I saw your ad in the Youth's Companion," or whatever the case may be, but he will be careful to get the address just right, and by the Street number he uses, he unknowingly gives us

We have seen many, many instances in the past, and with whom we expect to do business again, that, unless we hear from them about every so often, we cannot be sure of every day business they have not over looked the fact that their stock of the "Lucky Curve" Parker Fountain is low as to cause them to miss a possible sale. For this reason we like mail you SIDE TALKS as a reminder and renew old acquaintanceship. You want to see how much stir an order, and from the man who opens the mail, to the smiling young lady who makes out the invoices, it has the best attention every one who has the handling of it, until it is safely deposited at your very door.

Advertising.

In the conduct of our business we do a good deal of advertising. This, of course, brings to us a great many inquiries from all parts of the country for prices, particulars, etc. to such inquiries, and also write a personal letter, informing our correspondent of the name of our dealer in their city who is our agent, and request him to call and investigate the merits of the Parker Pen. The following letter will best illustrate:

We kindly acknowledge the receipt of the copy of your letter to Mr. Pagan, and take great pleasure in the style in which you do business to the retail trade, which we hope will reap good results.

Do you know that such letters as produce below are bright pages in every day business. We prize them all the more highly because they come to us entirely unsolicited, and because we treat these friends, as we want to treat you.

I think it is no more than just, when a jeweler says something that is really a first-class article, help his trade to sell it. Such an article is your R. H. Patterson (Richmondville, N.Y.)

PARKER PEN CO.: Janesville, Wis. Lyons, Kansas

GENTLEMEN—As you know we have drawn you for several invokers of pens within the past months. We have sold them, and while we have heard many words of praise, we have yet to hear any note of complaint. We are glad to report that it certainly does not distress us in the least.

Yours very truly,

LYONS (true to)

Facts.

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without making familiar with the merits of "cumbered Curve," Tubular Feed Parker co. in Pen would be a source of satisfaction to us, and a pleasure to you. Write us to-day, for trial order, for, even good things sometimes get shelved, if we wait until to-morrow.

“Silver Dollar.”

If you are obliged to sell a Fountain Pen that will retail for \$1.00, we would like to call especial attention to the circular which we enclose herewith regarding it.

For your convenience in ordering, if you have misplaced our Catalogue, we give below with retail price a few of the leading styles and best sellers:



SPECIAL

The "Special," Price \$1.50. Just the pen to meet the demand for a popular priced Fountain,



PARKER

No. 1, Mottled Rubber, (Taper Cap if desired.) Price \$2.00



No. 3. Chased Barrel, Straight or Taper Cap. Price \$2.50



PARKER

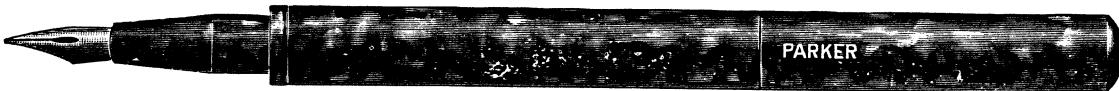
No. 20. Raven Black or Mottled Rubber, old or new style as desired. Underteed. Price \$2.50



No. 5. Spiral. Black or Mottled Rubber, Price \$3.00.



No. 9. Gold Mounted. Price \$4.00.



No. 24. Black or Mottled Rubber, Underfeed, Price \$4.00



No 25. Raven Black, Plain Barrel, Underfeed, Price \$5.00.

Soliciting your orders, and wishing you prosperity and good health to enjoy it, we are
Very truly your friends, THE ARKER PEN COMPANY.